COGNITIVE DISSONANCE AS AN IMPLICIT FACTOR OF EFFECTIVE SPEECH INTERACTION

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Abstract: The paper focuses on the role of the cognitive dissonance phenomenon in the process of speech interaction. Cognitive dissonance is understood as any discrepancy between cognitions, i.e. between knowledge, opinions or beliefs related to the environment or behaviour of people. The emergence of dissonance, psychologically uncomfortable, forces a person to make an attempt to neutralize it and achieve consonance – the correspondence of cognitions, primarily at the level of speech communication. Communicative success/ communicative failure can be seen as the result of consonance/ dissonance.

Key words: communication; cognition; speech interaction, cognitive dissonance; commutative success.

According to the theory of cognitive dissonance within the framework of which active researches have been carried out recently there is a complex of knowledge about objects and people called the cognitive system which can be of various degrees of complexity, consistency and coherence. Moreover, the complexity of the cognitive system depends on the amount and variety of knowledge included in it. In this case, cognitive dissonance is understood as any discrepancy between cognitions, i.e. between knowledge, opinions or beliefs related to the environment or behaviour of people [2].

The process of speech interaction is investigated according to various approaches: psychological, sociological, semiotic, pragmatic, cognitive and others. The main issues related to speech interaction relevant to linguistic researches are the positions of the listener and the speaker, as well as the principles of organizing the speech interaction itself.

The incorporation in the scientific paradigm of modern linguistic researches of the category of language personality as well as the leading role of the anthropocentric factor determines the fact that the main focus of attention while speech interaction is focused on the category of the sender/ the receiver (addressee).

The term cognitive dissonance, borrowed from psychology, in our opinion, has obvious meaning for such areas of scientific knowledge as psycholinguistics, cognitive linguistics, linguistic semiotics which deal with problems of such cognitive processes as perception, understanding and interpretation of speech utterances as well as issues of representation and transformation of knowledge.

The study of speech interaction based on a cognitive-discursive approach allows linguists to identify the features of speech communication mediated in discourse. The appeal to the concept of discourse which includes both linguistic and

extralinguistic factors makes it possible to identify the specifics of speech interaction taking into account its functional and stylistic aspects.

Considering the process of speech interaction from the point of view of the of cognitive dissonance phenomenon is closely related to such problems as the specifics of the inferability of knowledge from the total volume of transmitted information, 'decoding' the of the speaker's (writer's) intentions as well as the adequacy of the interpretation of the statement. In this regard, an integrated approach to the process of incorporating linguistic knowledge in which the specifics of verbal representation play a special role, seems to be correct.

The study of cognitive dissonance through the awareness and identification of contradictions inherent in human communication is a quite successful and promising continuation of the traditions that arose in the bosom of philosophical and psychological teachings. While introducing this theory into the study of the speech interaction of individuals, it is necessary, first of all, to identify and designate which elements of knowledge can enter into dissonant relationships as well as which types of cognitive dissonance should be distinguished in the process of speech interaction.

The developing of cognitive dissonance theory cannot be considered as a mechanical transfer of terminology from psychology to the sphere of linguistics. It should be noted that in this case cognitive dissonance is a phenomenon that acts as a generalizing result of a whole system of relationship, including adequacy/inadequacy of perception, adequate/incorrect interpretation, communicative success/ communicative failure, the emergence of consonant/dissonant relationship at a new level, embodied in linguistic reality.

Thus, in the sphere of linguistics cognitive dissonance can be defined as a cognitive-communicative category, the essence of which is the discrepancy between individuals' cognitions (knowledge, ideas, values or beliefs) which finds its demonstration at the level of linguistic representation. The category is a consonance/dissonance opposition with the realisation domain of cognitive dissonance being speech interaction [1].

The participants of speech interaction compare their own pictures of the world, including language ones. The condition of the speech interaction effectiveness is the relative commonality of individuals' pictures of the world of the. The lack of such commonality can cause contradiction and discomfort. Consequently, cognitive dissonance arises. In other words, the studied phenomenon can be identified as a result of the collision of possible worlds, which is realized both in the explicit and implicit propositions of the individuals' statements [Ibid].

Thus, cognitive dissonance can be realized in the structure of a language personality and manifests itself at one of its levels: verbal-semantic, actually cognitive and motivational-pragmatic due to a violation of the cognitive-communicative norm.

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К ВОПРОСУ О ЛИНГВИСТИЧЕСКИХ ОСОБЕННОСТЯХ МЕДИАТЕКСТОВ ПО ТЕМАТИКЕ ИСКУССТВЕННОГО ИНТЕЛЛЕКТА

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Аннотация: статья посвящена изучению основных лингвистических особенностей современных англоязычных медиатекстов, посвященных искусственному интеллекту, на примере статей из новостных интернет-изданий The Guardian, The Independent, National Post. На основе анализа материала исследования делается вывод об общей характеристике преобладающих в нем лексических единиц и синтаксических конструкций.

Ключевые слова: медиатексты, искусственный интеллект, английский язык, лингвистические особенности.

В настоящее время искусственный интеллект всё больше проникает в различные сферы жизни, в том числе в языковое общение и медиапространство. Современные лингвистические исследования указывают на возрастание частотности употребления термина «искусственный интеллект» в текстах СМИ, его «медиатизации» [1]. В данной статье рассмотрим особенности медиатекстов, посвященных искусственному интеллекту, на примере статей из англоязычных новостных интернет-изданий The Guardian, The Independent, National Post.

Проведенный анализ в рамках данного исследования показал, что статьи на ИИ-тематику на английском языке характеризуются достаточно сложными синтаксическими конструкциями и лексическими единицами.

С точки зрения лексики в проанализированных текстах особенно выделяются термины: artificial intelligence (AI), AI models, AI agent, AI Security Institute (AISI), AI services, AI breakthroughs, AI functionality, AI features, AI-ready technology, human controller, a software repository, software developers, machine intelligences, IT teams, seamless UX, AI PCs, lightweight devices, enterprise grade security, cohesive ecosystems и др. Материал исследования насыщен именами собственными, представляющими собой названия нейросетей, программных агентов, программных инструментов, системных продуктов, компьютерной техники и т.д. Приведем некоторые примеры: